

Teaching in the Visual Age

CLTA 2017, Monterey



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Stanford World Language Project

Добро пожаловать Welcome!

Bienvenue

환영합니다

- Introductions
- Expectations
 - Bathroom breaks
 - Cell phones
 - Internet
 - Activities list
 - Involvement
 - Have fun!

Bienvenidos

Bem-vindos

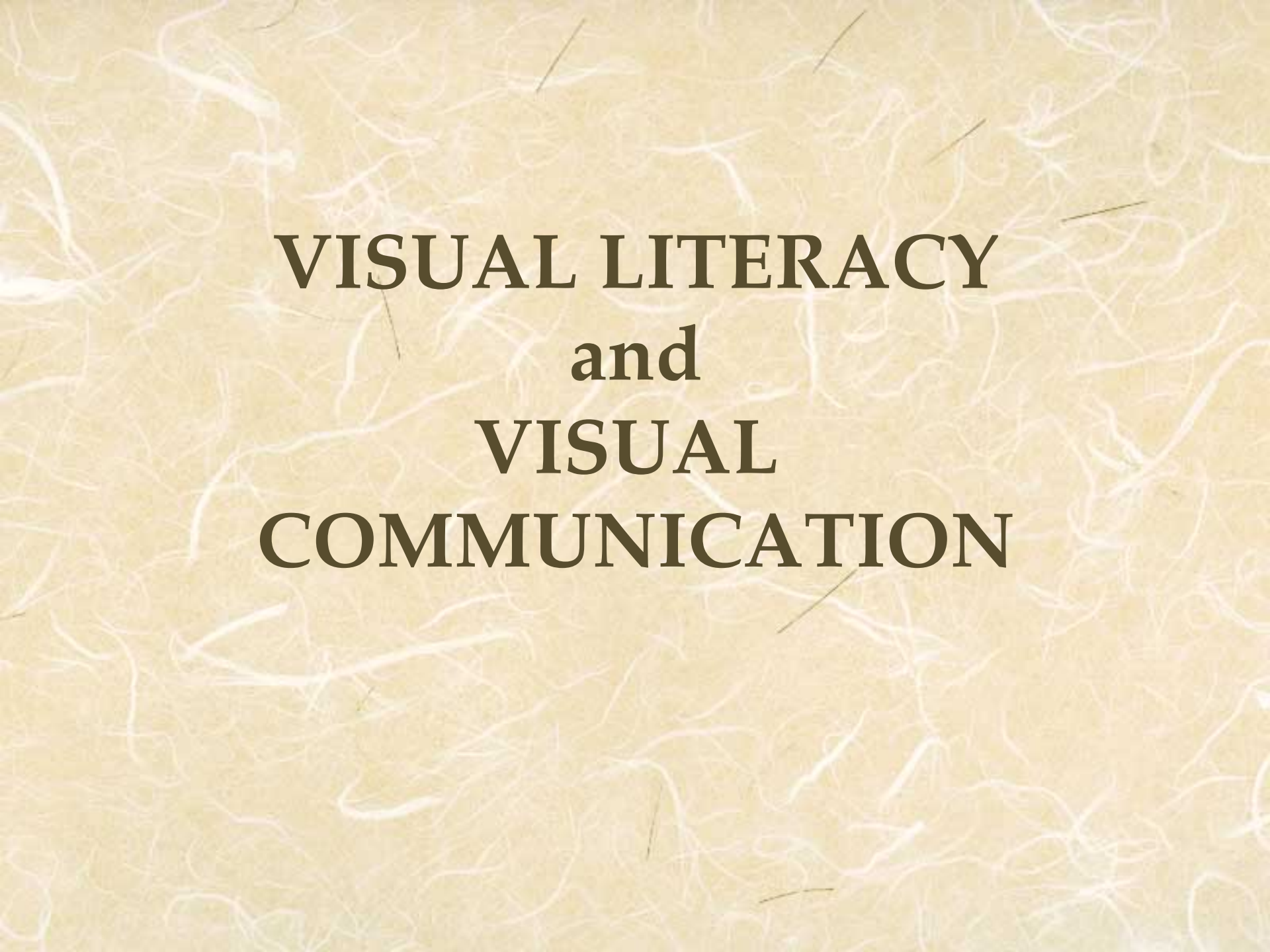
ようこそ

歡迎光臨

Benvenuti

Hoan nghênh

Willkommen

The background of the slide is a textured, light beige surface with a pattern of white, fibrous, and wavy lines, resembling recycled paper or a marbled effect.

VISUAL LITERACY and VISUAL COMMUNICATION



The eye generation

Standards Support Visual Literacy Instruction

- Integrate and evaluate content presented in diverse formats and media, including **visually** and quantitatively, as well as in words

Common Core State Literacy Standards

Standards Support Visual Literacy Instruction

- Interpretive Communication: Learners understand, interpret, and analyze what is heard, read, or **viewed** on a variety of topics.
- Presentational Communication: Learners present information, concepts, and ideas to inform, explain, persuade, and narrate on a variety of topics using appropriate media and adapting to various audiences of listeners, readers, or **viewers**.

Standards Support Visual Literacy Instruction

- Learners must "demonstrate the ability to interpret, recognize, appreciate and understand information presented through visible actions, objects and symbols, natural or man-made"

John Debes
International Visual Literacy Association

Standards Support Visual Literacy Instruction

- This extends the meaning of literacy, which commonly signifies interpretation of a written or printed text.

An Argument for Visual Literacy

WHAT IS VISUAL COMMUNICATION?

Visual communication describes the conveyance of information and ideas in forms that can be read or looked upon

Examples include:



OBJECTS



MODELS



GRAPHS



MAPS



TABLES



PHOTOGRAPHS
/VIDEOS



DRAWINGS
/DIAGRAMS

HOW EFFECTIVE IS IT?



**"A PICTURE IS WORTH
1,000 WORDS"**

People remember...



10%

of what they hear



20%

of what they read



80%

of what they see and do

Pictorial Superiority Effect

(PSE)

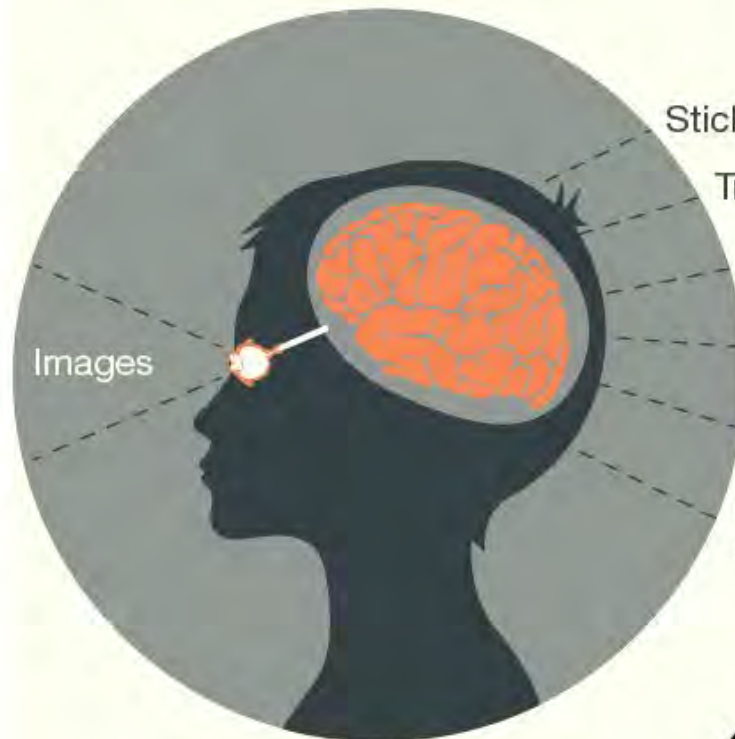
2500 pictures shown for 10 seconds

After a few days: 90% accuracy

A year later: 63% accuracy



The Power of Visuals in eLearning



Stick in long-term memory

Transmit messages faster

Improve comprehension

Trigger emotions

Motivate learners

Used incorrectly
can deter learners

SHIFT

DISRUPTIVE E-LEARNING

A new generation of learners

VISUAL LITERACY = 21st century skill

- Music and Images are predominant in our students' world

The literacy of the 21st century will consist of digital images (both static and moving) and sounds as well as texts and words

CULTURE



Where in the World?

1. Where was this picture taken?
2. What is happening in the picture?
3. What does it tell you about the culture?

Trigger conversations
+ instill culture



Perspectives

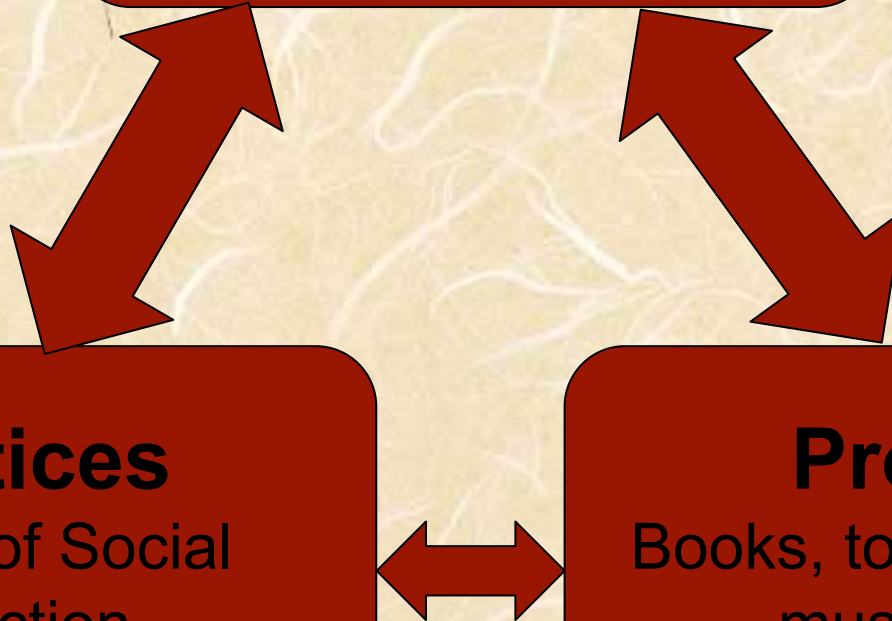
Meanings, attitudes,
values, ideas

Practices

Patterns of Social
Interaction

Products

Books, tools, food, laws,
music, games





El ciclo de la vida



recordar



celebrar

Perspectives

Practices

Products



calaveras



*Crear una
ofrenda*



*Visitar el
cementerio*



alfeñiques



cempasúchil

What Products, Practices, and Perspectives can you identify?



What Products, Practices, and Perspectives can you identify?

- Look at the pictures you've been given.
- With your group find evidence for any products, practices, or perspectives you see or can hypothesize.
- For more ideas, remove the blue tape.

Descriptions & Comparisons



- List what you see in the picture.
- Describe what is happening in the picture.
- What surprises you in the picture? Why?

Descriptions & Comparisons



● Compare what you see in this picture with the previous one.



Etats-Unis



Congo et Tchad



France



Carmen Lomas Garza

VISUAL THINKING STRATEGIES

- “What’s going on here?”
- “What do you see that makes you say that?”
- “What more can we find?”



Carmen Lomas Garza

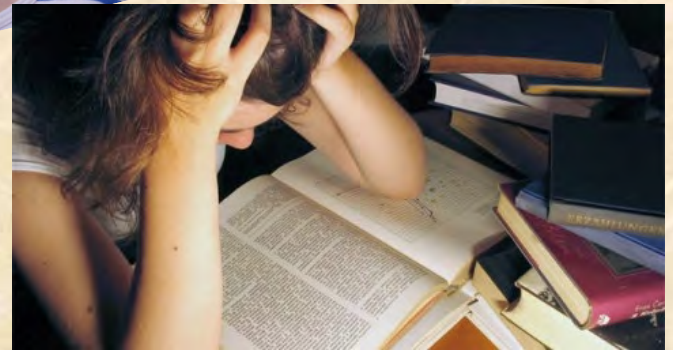
Expertise Survey (Four Corners)

- Around the room, you will see signs labeled:
Novice, Intermediate, Advanced, Expert
- What do you know about the Communicative Modes?
- Gather under the sign that best describes your expertise in the Modes.
- Once a group has formed, have a short conversation about why you rated yourself at this level.

Modes of Communication

● Interpretive

- Looking
- Listening
- Reading



Interpretive Communication

| IS NOT | IS |
|---|--|
| Translation | Context-driven understanding (gist) |
| Hunt for trivial details | Whole picture; mediating meaning with the text; a focused task |
| Glossed readings; teaching all new vocabulary first | Familiar words in new context; and new words in a familiar context (authentic) |
| Reading, listening, or viewing from the “reader’s” perspective only | Use the author’s perspective and cultural perspective |
| Reading word-for-word | Re-phrasing chunks; re-telling; predicting; using structural clues |

Modes of Communication

- **Interpersonal**
 - Listening and Speaking
 - Reading and Writing



Interpersonal Communication

| IS NOT | IS |
|---|---|
| One-way communication | Two-way exchange |
| Memorized (dialogues) | Spontaneous (and unpredictable) |
| Only asking (all) the questions | Helping each other |
| Strict turn taking | Following-up and reacting; maintaining the conversation |
| Ignoring your partner; waiting to say something | Indicating interest: interactive body language; eye contact |
| Overly concerned about accuracy | Focusing on the message |
| Giving up when you don't understand | If communication fails / falters, asking for clarification |

Modes of Communication

- **Presentational**
 - Speaking
 - Writing



Presentational Communication

| IS NOT | IS |
|---|--|
| Negotiated communication | One-way communication |
| Random | Practiced, rehearsed, polished, edited |
| Unplanned | Organized |
| Speaking or writing in a vacuum | An awareness of audience (formal / informal; cultural context) |
| Reliance on circumlocution | Improved with dictionary, spell-check tools |
| Talking or writing only for the teacher | Maintaining attention of intended audience |

INTO: Setting the Stage

- Dressing up drab classrooms



INTO: Setting the Stage

Grabbing attention



Touching the emotions



Savoir reconnaître les sentiments de l'adolescent



révolté



heureux



amoureux



désespéré



enthousiaste



complexé

INTO: Setting the Stage

Introducing theme

- Pictures on walls, desks,
- PPTs, Prezi, etc

Example: *Cuando éramos niños*

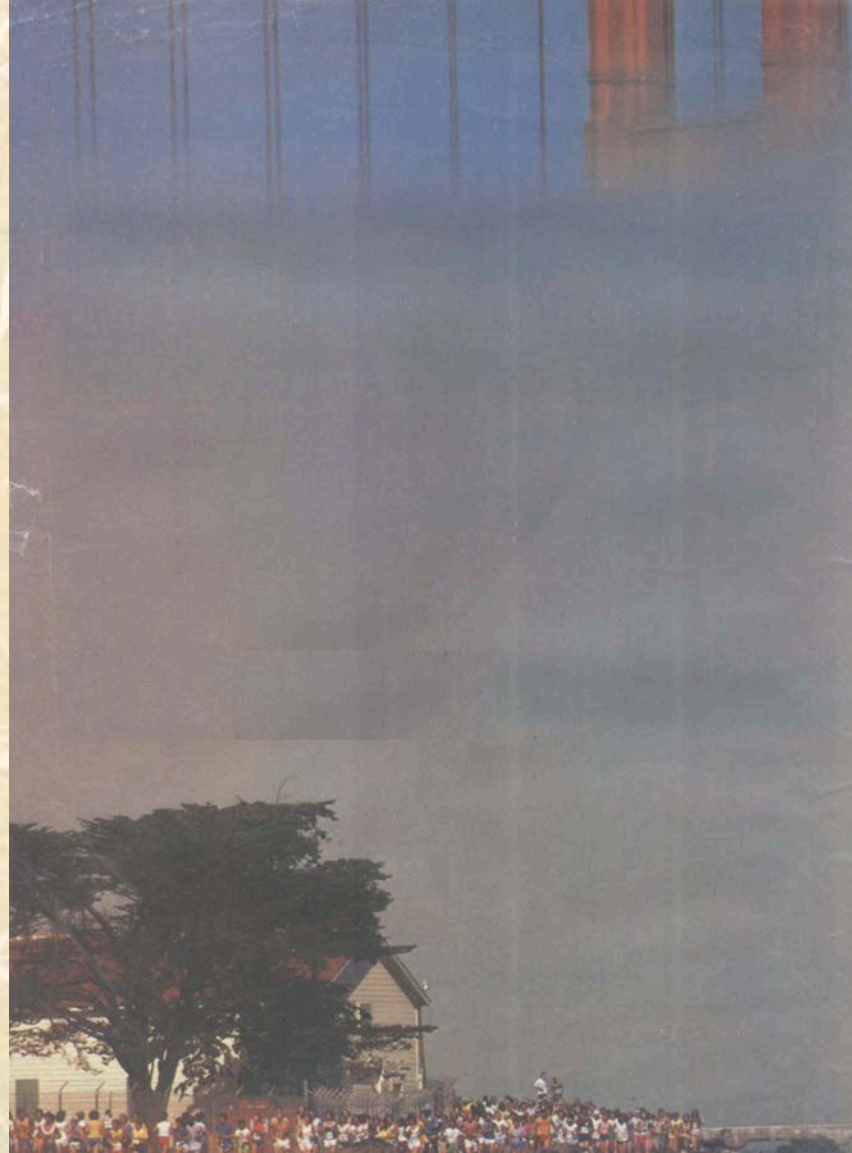


INTO: Comprehensible Input

- Eliminating English
While
- Introducing content (vocabulary & concepts)



Eliminating English



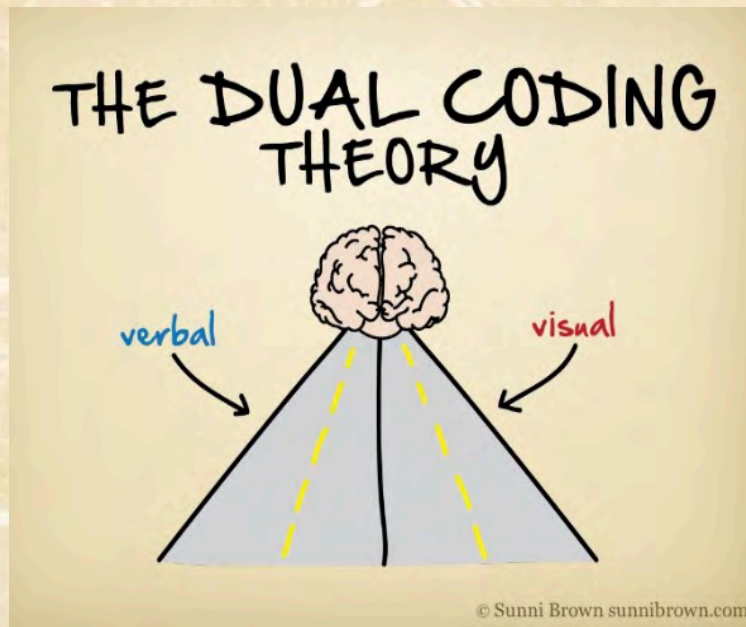
Introducing Vocabulary

- **What we all do:**

Use visuals to INTRODUCE
VOCABULARY AND CONCEPTS

Pavio's Dual Coding theory :

- When information is presented via visual and auditory channels, it facilitates retention



Tableaux Auxiliaires Delmas pour l'Enseignement pratique des Langues vivantes par l'Image



Introducing Vocabulary

PowerPoint Ideas:

- Quick & Easy: *Le Transport*
- More Planning:
On mange chez les Mearns
- Flashcards



Introducing Structure & Culture

PowerPoint Ideas:

- Structure: *Los Esposos*
- Culture: *Mi Familia*

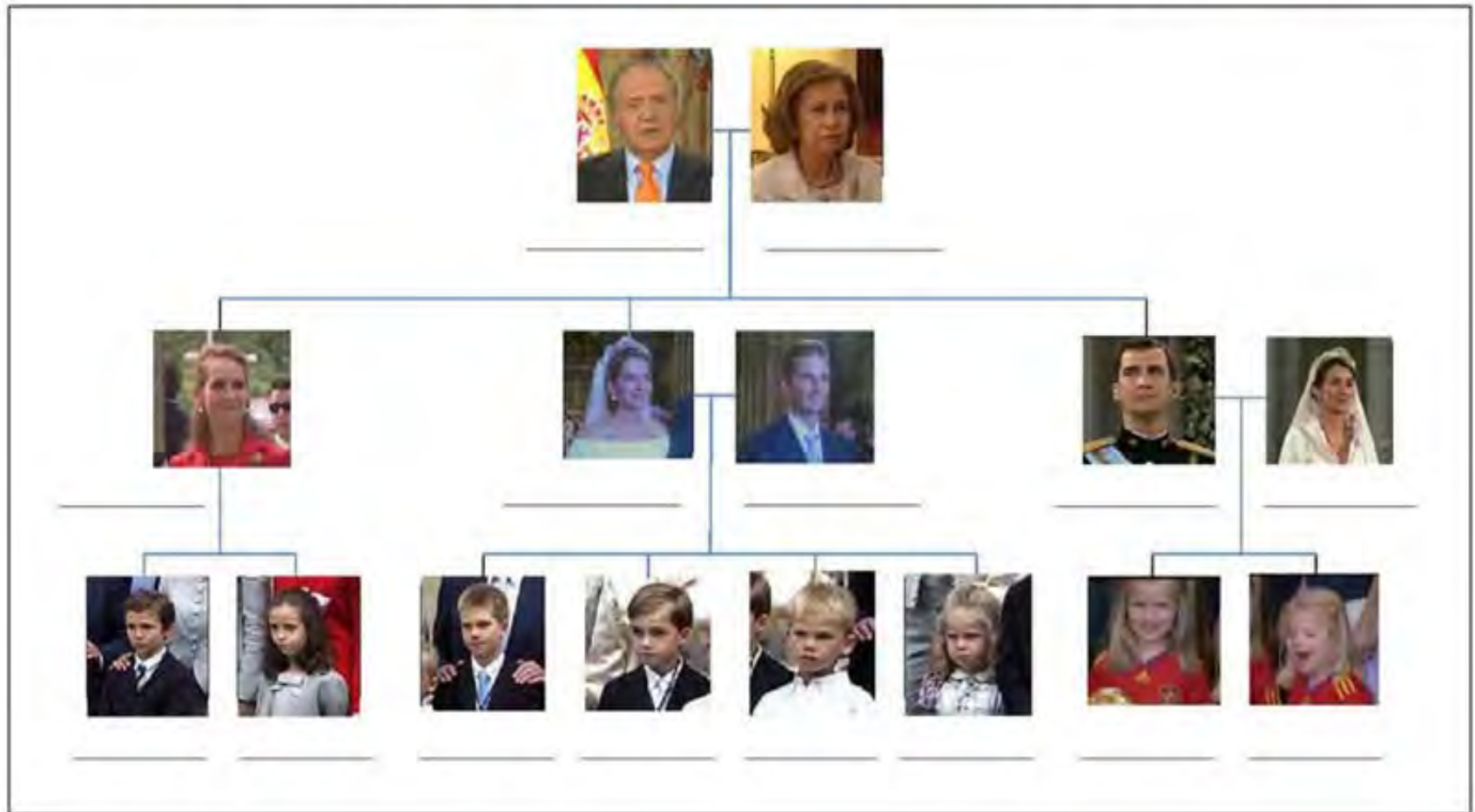


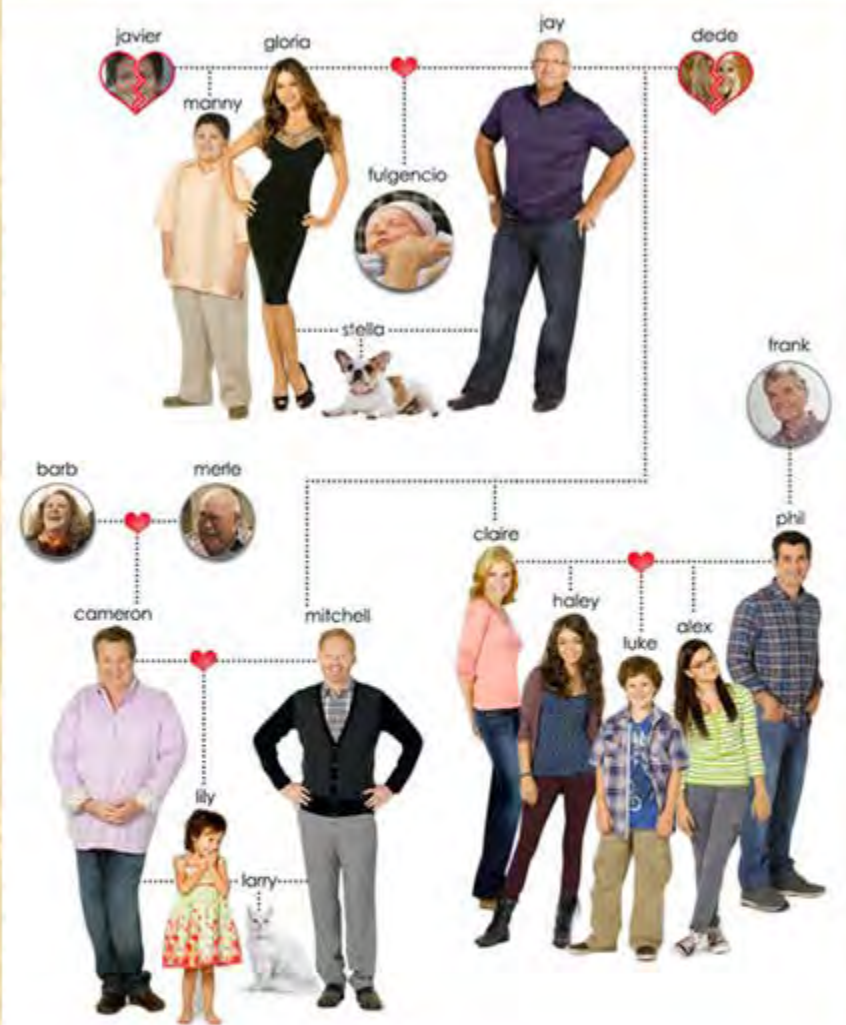
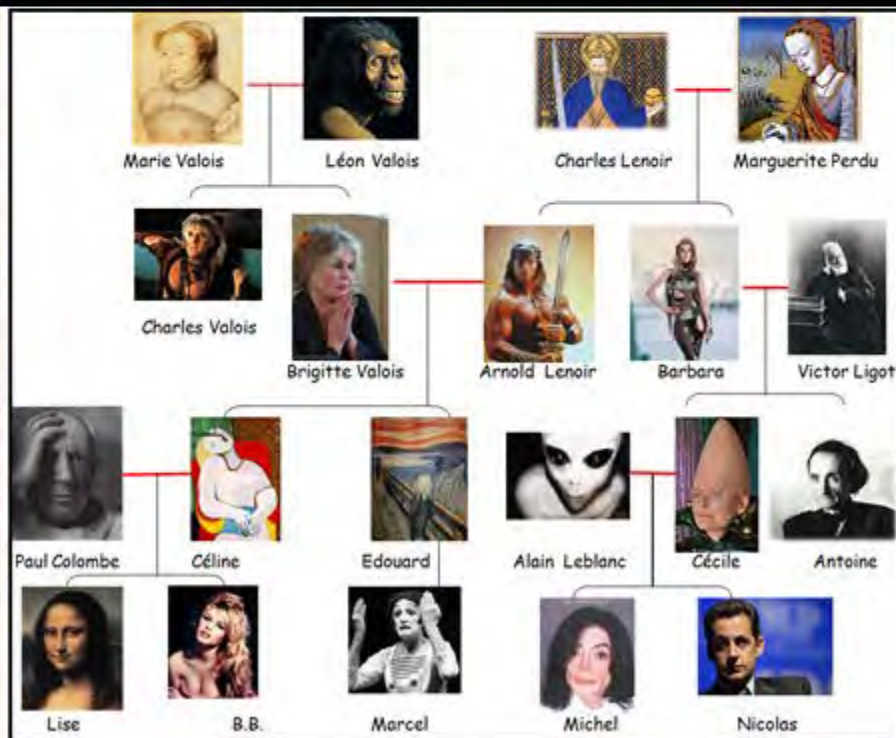
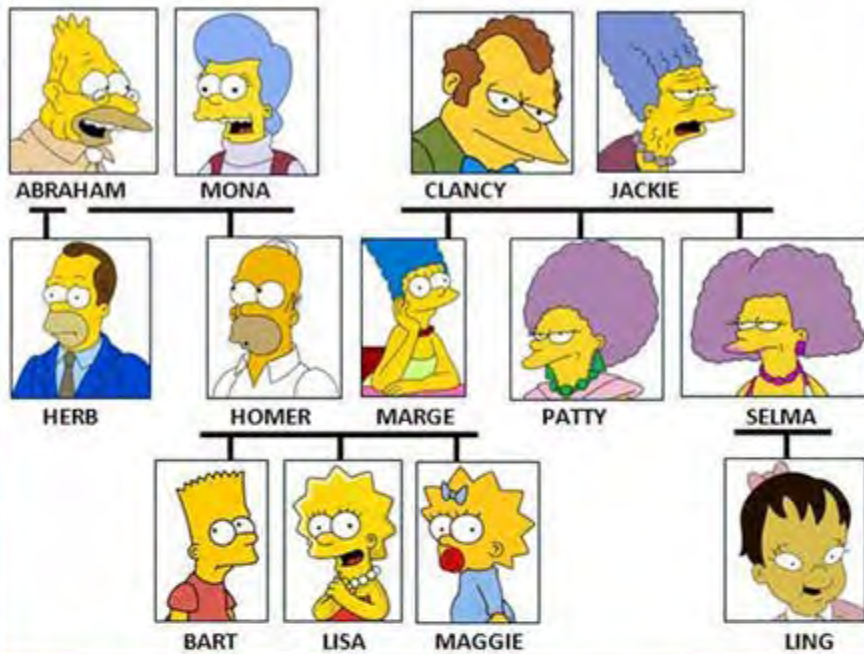
L'histoire d'amour continue!



Families

Cristina, Elena, Irene, Felipe, Iñaki, Juan Carlos, Juan, Leonor, Letizia, Miguel, Pablo, Sofía, Victoria





More Families

Paper or Digital?

Paper Images

- Better for group & partner activities
- Easier to manipulate
- Good for kinesthetic learners
- Don't require electric power!

BUT

- Harder to keep organized
- Will wear out

**You can't fight them...so let's
use them!**



Paper or Digital?

Digital Images

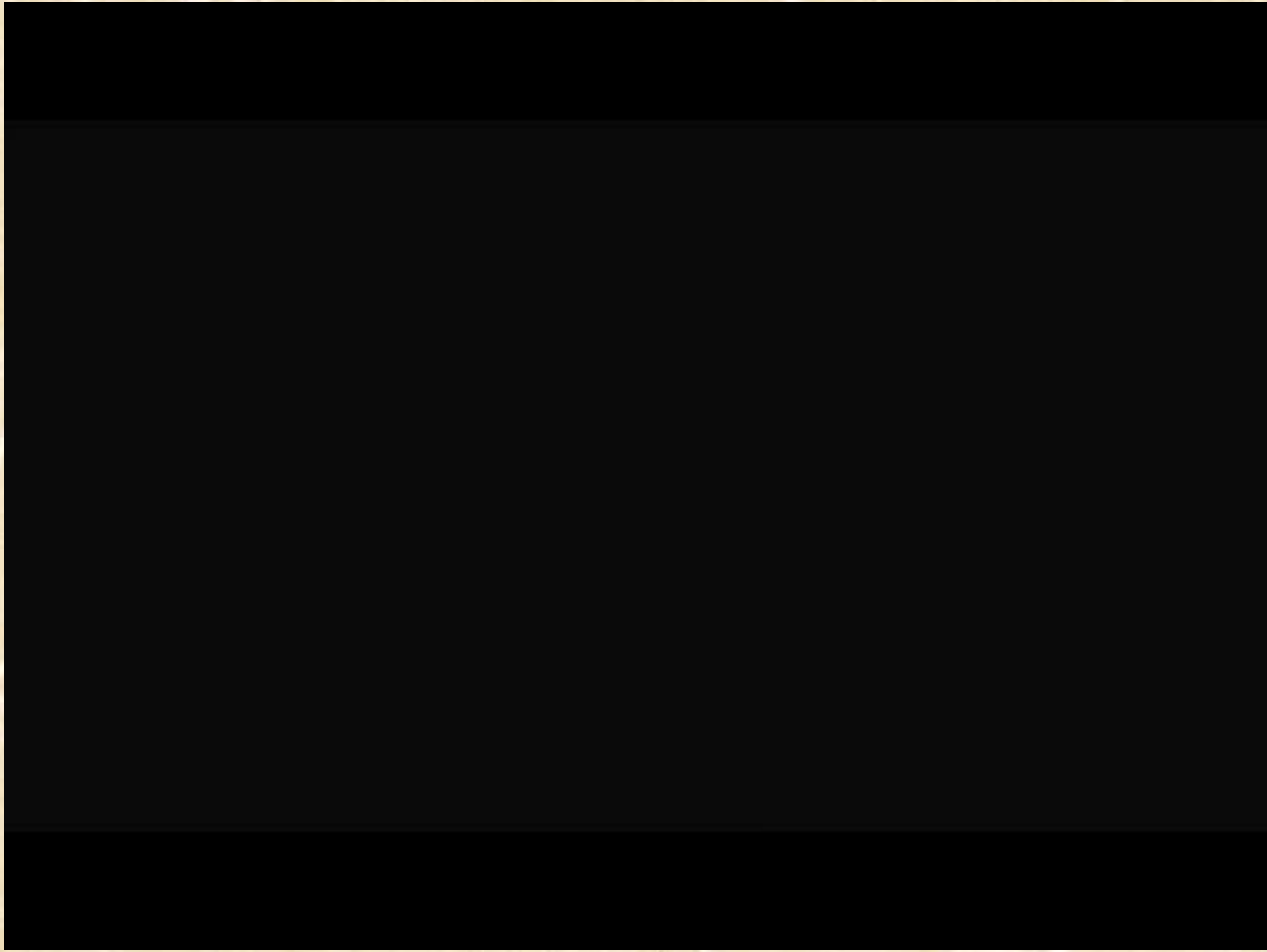
- Don't take physical space
- Appeal to the digital generation
- Very flexible uses

BUT

- Require equipment, power, skill?
- Less interaction



Paper or Digital?



THROUGH

- **Guided Practice**
- **Independent Practice**

How can we use visuals?

**ellos, ellas,
ustedes**

LA NOURRITURE

Lance les dés et pose des questions !

| | | | | | | |
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bonjourfle.wordpress.com

Flashcard Activities

- Checks for understanding
- Drill + expansion
- Concentration?
- Slap game?

Digital Flashcards

- Quia.com (\$49 / year)
- Quizlet.com (Free)
Quizlet Plus (\$19.99 / year)
- ???

Look for the ones that take pictures!

Digital Flashcards

Quizlet Your Sets Create Browse Search Quizlet Upgrade to Quizlet Plus

← **Desastres Scatter**

el terremoto

la tormenta

el incendio

una persona médica en la ambulancia

el huracán

el paramédico

la inundación

